

What is claimed is:

1. A method, comprising:
receiving an electronic entity event; and
dynamically and automatically pricing the event responsive to
an electronic entity event pricing plan.
2. A method as recited in claim 1, wherein the event
comprises one of a transaction with a good/service exchanged as part of the
transaction, multiple transactions with goods/services, a product query, an
advertisement review, transferring to another site, an exchange subscription
fee, and a customer characteristic.
3. A method as recited in claim 1, wherein the pricing is
responsive to relationships among buyers and sellers comprising negotiated
customer specific rates and discounts.
4. A method as recited in claim 1, wherein the dynamic
pricing plan uses a decision network having rule based functions.
5. A method as recited in claim 4, wherein said functions
price the transaction across goods/services.
6. A method as recited in claim 4, wherein the rules based
functions comprise conditional decisions.

7. A method as recited in claim 4, wherein the rules based functions comprise pricing calculation algorithms.

8. A method as recited in claim 7, wherein the algorithms comprise one of single unit, double unit, taper discount, tier, tier discount, percent, flat, charge, minimum, maximum, accumulation, threshold, multi-unit and taper charges.

9. A method as recited in claim 1, wherein said electronic event has a transaction price and a good/service price.

10. A method as recited in claim 1, wherein said electronic event comprises multiple transactions.

11. A method as recited in claim 1, wherein the pricing comprises detail and summary pricing.

12. A method associated with an electronic exchange which produces an electronic exchange event, said method comprising:
receiving the electronic exchange event; and
dynamically and automatically pricing the electronic exchange event responsive to an electronic exchange event pricing plan.

13. A method, comprising:
receiving an electronic exchange transaction request;
performing an electronic exchange function responsive to the electronic exchange transaction request; and
dynamically and automatically pricing an electronic exchange event responsive to an electronic exchange event pricing plan.

14. A method, comprising:
receiving electronic exchange events; and
dynamically and automatically pricing the electronic exchange events responsive to an electronic exchange event pricing plan having transaction pricing, cross product pricing, summary pricing and non-transaction pricing.

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dynamically and automatically pricing the electronic exchange event
responsive to an electronic exchange event pricing plan.